

The F + F offer

F and F stands for **Friends and Family**.

Our research has proven that many of our own friends and family aren't entirely clear what our businesses do, what offers we have, or who our ideal clients are.

This idea is based on reminding people about what you do, and then asking them for referrals.

This makes some people uncomfortable. I get an overdue tax bill ALSO makes you feel uncomfortable, so give this strategy a go.

The process is to create a very short message, that you share on Social Media, email and SMS as well if you like, so people can SHARE or REFER people to you.

For example:

Hi Friends and Family - I'm sure you are aware, but I thought a reminder would be a good idea - My business helps to rank websites higher on Google, so if you have any friends in your own circles that would benefit from that, send them my way! If they become a customer, I'll donate \$100 to a charity of your choice!

The last line about the donation is that little push that can get people to take action. Who doesn't want to help you, help a friend, AND help a charity all in one go!

Adapt to suit your needs - you might want to put out some kind of friend and family only discount or special offer. It's up to you, but do try it out, we've seen some great results from this method.

